

IN THE CLAIMS:

Please amend claims 1, 8, 13, 18 and 24 to read as follows. All of the pending claims, whether or not amended, are reproduced below.

1. (currently amended) A method of administering a promotional contest comprising the steps of:

providing to a consumer a product, the label of which includes an identification code;

enabling the consumer to input the identification code into a prize redemption system;

validating the identification code; and

determining whether the consumer is entitled to receive a prize on the basis of the identification code input by the consumer.

2. (original) A method according to Claim 1, wherein the consumer inputs the identification code via the Internet.

3. (original) A method according to Claim 1, wherein the consumer inputs the identification code at a kiosk.

4. (original) A method according to Claim 1, wherein the consumer inputs the identification code by telephone.

5. (previously presented) A method according to Claim 1, wherein the determining step determines whether the identification code entitles the consumer to receive a prize by comparing the validated identification code with stored winning numbers.

6. (previously presented) A method according to Claim 1, wherein the determining step determines whether the identification code entitles the consumer to

receive a prize by placing the validated identification code in a virtual hat with other identification codes and drawing from the virtual hat.

7. (previously presented) A method according to Claim 1, wherein the determining step determines whether the identification code entitles the consumer to receive a prize by generating a random number using a random number generator and comparing one or more digits of the validated identification code with the random number.

8. (currently amended) A server operable to run a prize redemption program in which a consumer has previously been provided with a product, the label of which includes an identification code, the server being operable to:

enable the consumer to input the identification code into a prize redemption system;

validate the identification code; and

determine whether the code is a winning code that entitles the consumer to receive a prize on the basis of the identification code input by the consumer.

9. (original) A server according to Claim 8, wherein the server is on the Internet.

10. (previously presented) A server according to Claim 8, wherein the server determines whether the identification code entitles the consumer to receive a prize by comparing the validated identification code with stored winning numbers.

11. (previously presented) A server according to Claim 8, wherein the server determines whether the identification code entitles the consumer to receive a prize by placing the validated identification code in a virtual hat with other identification codes and drawing from the virtual hat.

12. (previously presented) A server according to Claim 8, wherein the server determines whether the identification code entitles the consumer to receive a prize by generating a random number using a random number generator and comparing one or more digits of the validated identification code with the random number.

13. (currently amended) A computer-readable medium having stored thereon computer code executable on a server operable to run a prize redemption program in which a consumer has previously been provided with a product, the label of which includes an identification code, ~~the computer code comprising which when executed on the server performs the steps of:~~

~~code for~~ enabling the consumer to input the identification code into a prize redemption system;

~~code for~~ validating the identification code; and

~~code for~~ determining whether the consumer is entitled to receive a prize on the basis of the identification code input by the consumer.

14. (previously presented) A computer-readable medium according to Claim 13, wherein the server is on the Internet.

15. (previously presented) A computer-readable medium according to Claim 13, wherein the server determines whether the identification code entitles the consumer to receive a prize by comparing the validated identification code with stored winning numbers.

16. (previously presented) A computer-readable medium according to Claim 13, wherein the server determines whether the identification code entitles the consumer to receive a prize by placing the validated identification code in a virtual hat with other identification codes and drawing from the virtual hat.

17. (previously presented) A computer-readable medium according to Claim 13, wherein the server determines whether the identification code entitles the consumer to receive a prize by generating a random number using a random number generator and comparing one or more digits of the validated identification code with the random number.

18. (previously presented) An apparatus for administering a promotional contest in which a consumer has been provided access to a product, the label of which includes an identification code, the apparatus comprising:

means for enabling the consumer to input the identification code into a prize redemption system;

means for validating the identification code; and

means for determining whether the consumer is entitled to receive a prize on the basis of the identification code input by the consumer.

19. (original) An apparatus according to Claim 18, wherein the consumer inputs the identification code via the Internet.

20. (original) An apparatus according to Claim 18, wherein the consumer inputs the identification code at a kiosk.

21. (original) An apparatus according to Claim 18, wherein the consumer inputs the identification code by telephone.

22. (previously presented) An apparatus according to Claim 18, wherein the determining means determines whether the identification code entitles the consumer to receive a prize by comparing the validated identification code with stored winning numbers.

23. (previously presented) An apparatus according to Claim 18, wherein the determining means determines whether the identification code entitles the consumer to receive a prize by placing the validated code in a virtual hat with other codes and drawing from the virtual hat.

24. (currently amended) An apparatus according to Claim 18, wherein the determining step means determines whether the identification code entitles the consumer to receive a prize by generating a random number using a random number generator and comparing one or more digits of the validated identification code with the random number.